

# Public Opinion Survey Results

## Lacy Road Reconstruction



### Methodology

This SurveyMonkey survey was open to the public from Wednesday, August 19th, 2015 to Monday September 20th, 2015. The survey was hosted on the City of Fitchburg's website and could be found on the Lacy Road Reconstruction page. Residents were notified through email notification to registered contacts for Fitchburg neighborhood associations. Residents were also notified through the City's "Notify Me" system, as well as the City's Facebook and Twitter page. Over the course of 30 days, the survey was completed 339 times, which translates to around 1 out of every 100 Fitchburg residents taking the survey.

Only fully-completed surveys were used in this report. To be considered a fully-completed survey, the respondents must have answered the survey's final required question. In the end there were 43 incomplete surveys taken. These 43 incomplete surveys represent only 11.2% of the total surveys taken and are not included in the data below. The vast majority of incomplete responses only entered demographic information before leaving the survey. In addition, the IP address of each respondent was recorded by SurveyMonkey. This allowed for the identification of instances when multiple surveys were coming from a single source. In such instances, the responses exceeding the number of people the respondent indicated were living in the household were removed.

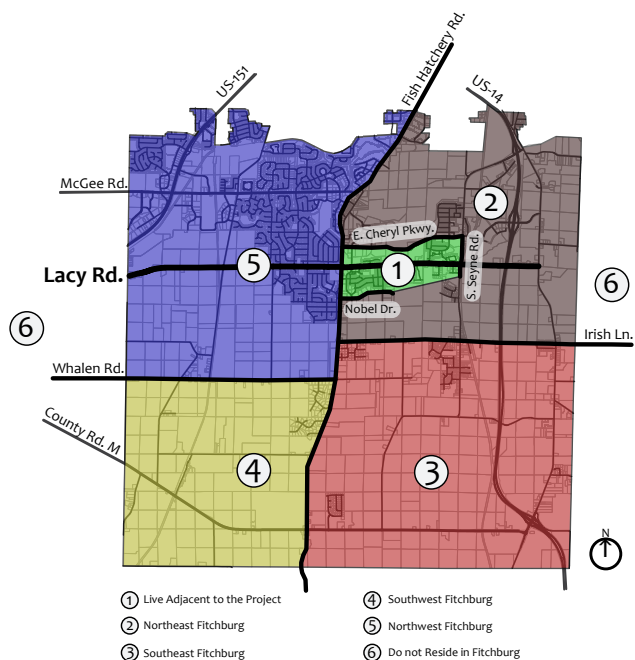
To better understand the data, this report breaks it into four key subsections: Lacy Road Residents, Adjacent to the Project, Fitchburg Residents, and All Respondents.

### Respondent Summary

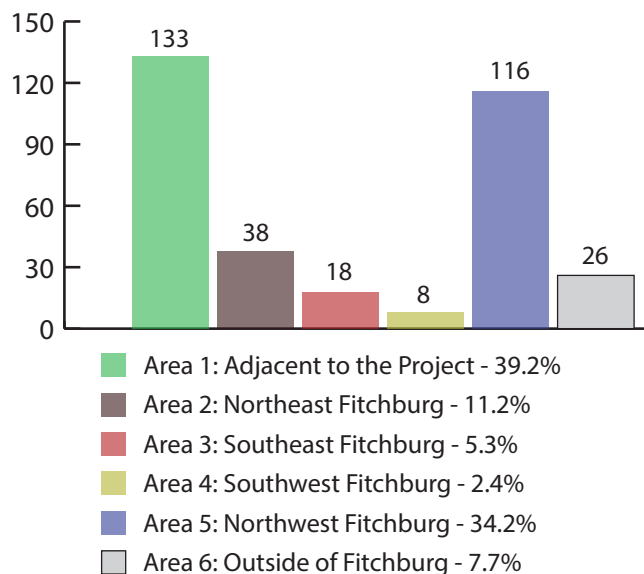
Several overarching themes emerged from the results of the survey. First, the subsections appear to have a consensus that grows stronger as more respondents are added. Additionally, each subsection saw a substantial growth in the number of users who would walk or bike once a week if safe pedestrian and bicycle facilities were installed.

Aside from Lacy Road Residents, all subsections agree that improved safety/visibility, enhanced bicycle and pedestrian accommodations, and minimal impact on mature trees are top three priorities (in varying order) for the project. Amongst these other subsections, support for sidewalks has a narrow majority. This support grows stronger for a multi-use path. Support for every alternative builds as the survey sample size increases. Alternative 1a – Urban Standard - w/o sidewalk has support from all subsections except for Lacy Road Residents. Alternative 1 – Urban Standard has support from those that Live Adjacent to the Project and from All Respondents, but is more contentious with Lacy Road Residents.

In general, Lacy Road Residents show stronger opposition in regard to the project. The majority of Lacy Road Residents do not support a sidewalk, multi-use path, or any of the alternatives. In addition, Lacy Road Residents had different priorities other than minimal impact on mature trees than compared to All Respondents. Lacy Road Residents differed by ranking minimal right of way acquisition and improved compliance with speed limits as top three priorities, something all other subsections ranked less significant.



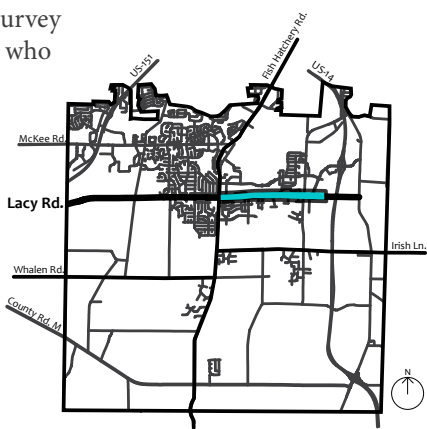
Number of Responses by Survey Area



# Lacy Road Residents

21 of 339 responses (6.2%)

This subsection of the survey consists of respondents who marked their address as Lacy Road in the voluntary contact information section. Note, this may not include all of the survey takers who live on Lacy Road, just those who voluntarily gave their address. The residents of Lacy Road had stronger opinions



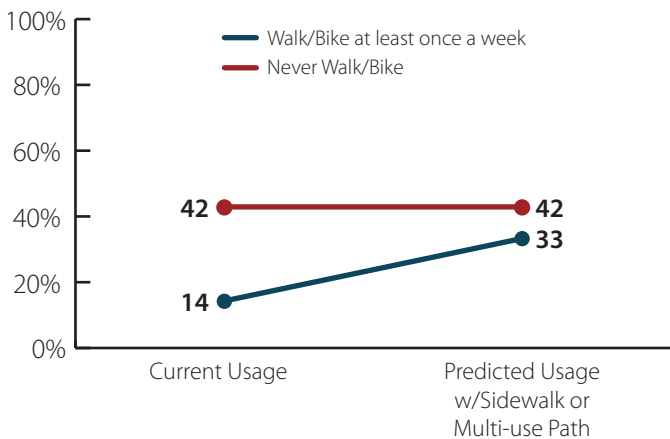
than the other subsections of the survey. Below are the elements that Lacy Road residents indicated were most important. In this question, survey takers were asked to rank the project elements from 1 (most important) to 7 (least important). The lower the average score, the more important it was to respondents.

## Project Goals in order of Importance

- 1. Minimal impact on mature trees - (Average Score: 2.7)
- 2. Improved compliance with posted speed limits - (2.8)
- 3. Minimal right of way acquisition - (2.9)
- 4. Utility Improvement - (4.5)
- 5. Improved Visibility/Safety - (4.5)
- 6. Enhanced bicycle and pedestrian accommodations - (5.1)
- 7. Incorporate sustainable stormwater treatment - (5.6)

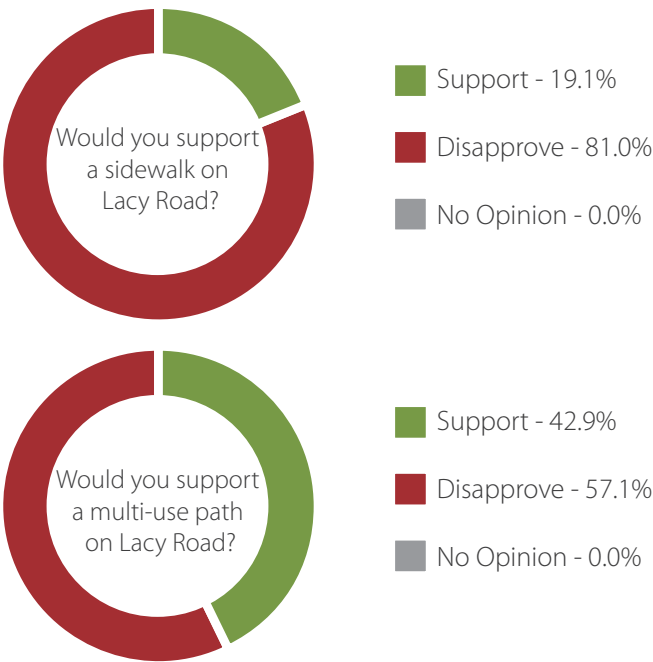
Lacy Road residents rallied strongly around “minimal impact on mature trees”, “improved compliance with posted speed limits” and “minimal right of way acquisition”. “Minimal right of way acquisition” received more first place votes than all of the other categories combined.

Only 14.3% of residents indicated they currently walk or bike on Lacy Road at least once a week, while 42.3% never walk or bike on the street. When asked how their walking habits would change if a sidewalk or multi-use path was built, the amount of residents

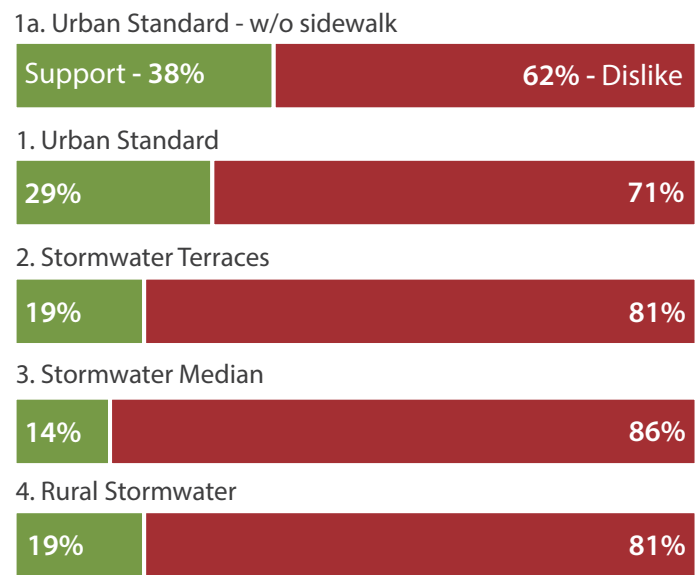


who indicated they would walk at least once a week jumped to 33.3%, a 19.0% increase. Those who would not walk or bike remained constant at 42.3%.

Lacy Road residents showed the least support for a sidewalk or a multi-use path of any subsection. 81.0% of residents said they would not support a sidewalk, against just 19.0% of residents who did show support. Support for a multi-use path was a little stronger (42.9%), but the majority (57.1%) disapproved of a multi-use path.



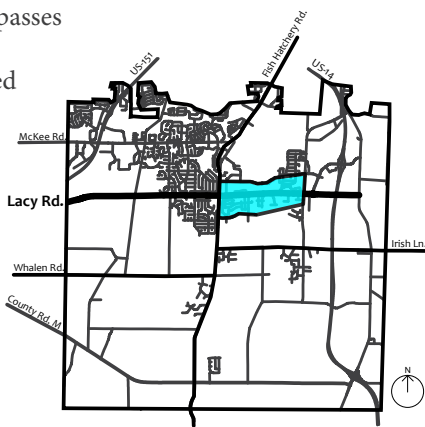
Respondents who lived on Lacy Road also were the least receptive to the design alternatives. No alternative received more than 50% support. Alternatives which were popular in other subsections received little support with Lacy Road residents. The most favorable alternative was 1a - Urban Standard - w/o sidewalk. However this alternative received only 38% support from the residents who listed Lacy Road as their address



# Live Adjacent to the Project

133 of 339 responses (39.2%)

This subsection encompasses the area adjacent to the project roughly bounded east and west by South Syene Road and South Fish Hatchery Road, as well as north and south by East Cheryl Parkway and anything north of Nobel Drive. This subsection encompasses all of Quarry Hill and Waterford Glen neighborhoods, the Crossing Condominiums, a portion of the East Fitchburg Neighborhood Association, and half of the Swan Creek neighborhood. Below are the elements that the residents living adjacent to the project said were most important. In this question, survey takers were asked to rank the project elements from 1 (most important) to 7 (least important). The lower the average score, the more important it was to respondents.

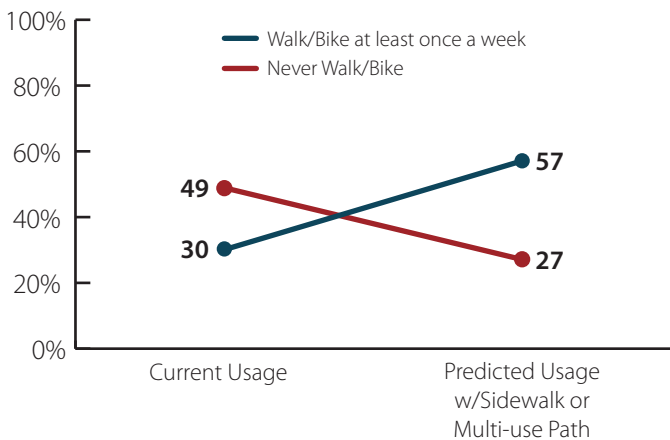


## Project Goals in order of Importance

- 1. Improved visibility/safety - (Average Score: 3.1)
- 2. Minimal impact on mature trees - (3.7)
- 3. Enhanced bicycle and pedestrian accommodations - (3.7)
- 4. Minimal right of way acquisition - (4.0)
- 5. Improved compliance with posted speed limits - (4.2)
- 6. Incorporate sustainable stormwater treatment - (4.6)
- 7. Utility Improvement - (4.8)

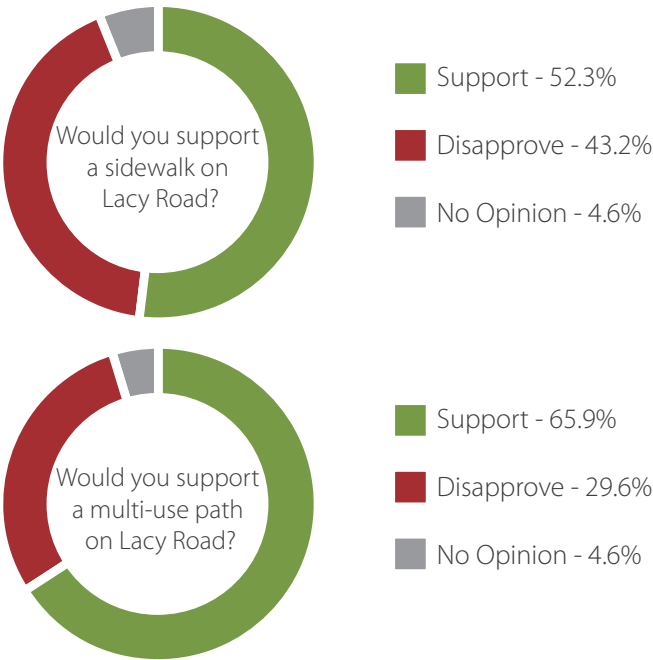
Respondents adjacent to the project indicated “improved visibility/safety” as the most important element to consider with the proposed project. Residents living adjacent to the project, valued “minimal impact on mature trees” the same as “enhanced bicycle and pedestrian accommodations”. In this subsection, “enhanced bicycle and pedestrian accommodations” received the most first place votes and last place votes.

30.1% of residents adjacent to the project indicated they currently walk or bike on Lacy Road at least once a week, while 48.9%

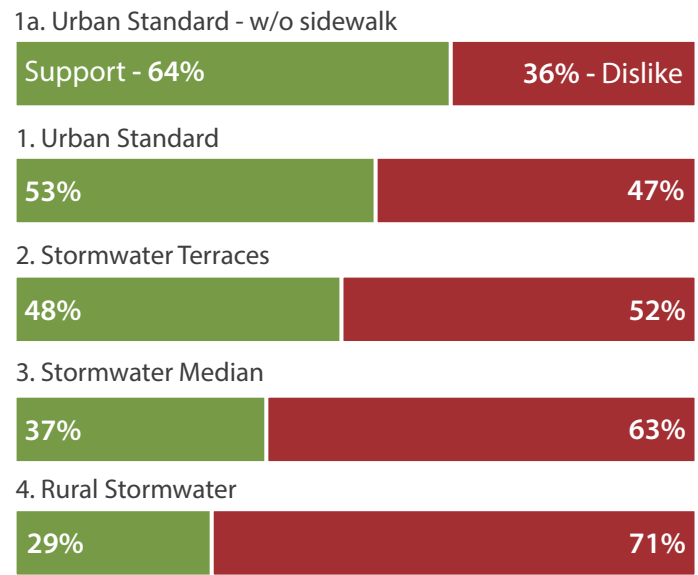


indicated they never walk or bike on the street. When asked how their walking habits would change if a sidewalk or multi-use path was built, the amount of residents who would walk at least once a week jumped to 57.1%, a 27.0% increase. Those who would not walk or bike dropped to 27.1%, a 21.8% decrease.

Respondents adjacent to the project showed support for both a sidewalk (52.3% support) and a multi-use path (65.9% support). Only 43.2% of residents disapproved of a sidewalk, while even less (29.6%) showed disapproval of a multi-use path.



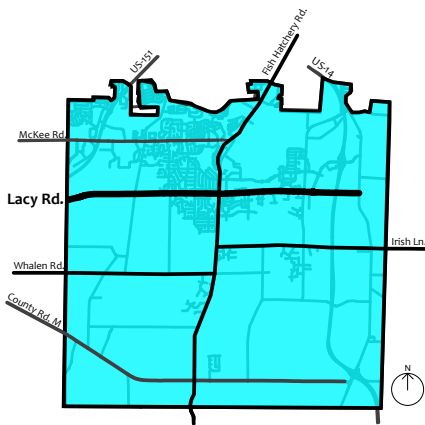
The most favorable alternative was 1a. - Urban Standard - w/o sidewalk. Residents adjacent to the project also indicated support for Alternative 1 – Urban Standard (53% support). Alternative 2 – Stormwater Terraces was nearly split with 48% supporting and 52% disapproving. The remaining alternatives were not close to forming a 50% majority.



# Fitchburg Residents

313 of 339 responses (92.3%)

This subsection includes all responses within the municipal boundaries of the City of Fitchburg. Only 7.7% of survey responses came from outside of Fitchburg. Below are the elements that residents living in Fitchburg said were most important. In this question, survey takers were asked to rank the project elements from 1 (most important) to 7 (least important). The lower the average score, the more important it was to respondents.

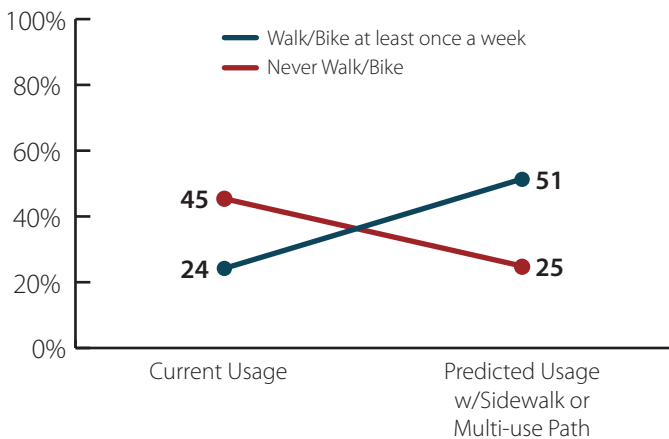


## Project Goals in order of Importance

- 1. Improved visibility/safety - (Average Score: 2.9)
- 2. Enhanced bicycle and pedestrian accommodations - (3.4)
- 3. Minimal impact on mature trees – (3.6)
- 4. Improved compliance with posted speed limits – (4.4)
- 5. Minimal right of way acquisition – (4.4)
- 6. Incorporate sustainable stormwater treatment – (4.5)
- 7. Utility Improvement – (4.9)

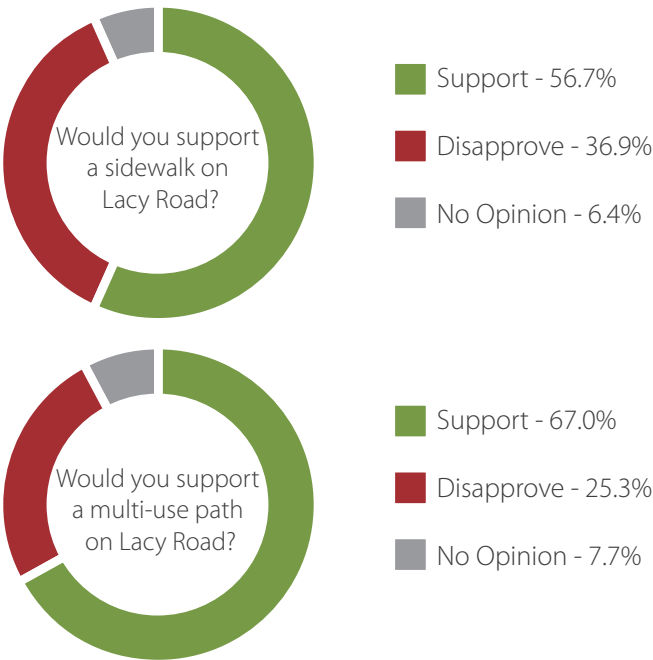
Respondents living in Fitchburg also had “improved visibility/ safety” as the most important element of the project. “Enhanced bicycle and pedestrian accommodations” received the most first place but also the most last place votes.

24.3% of respondents in Fitchburg indicated they currently walk or bike on Lacy Road at least once a week, while 45.4% indicated they never walk or bike on the street. When asked how their walking habits would change if a sidewalk or multi-use path was built, the amount of residents who indicated they would walk at least once a week jumped to 51.4%, a 27.2% increase. Those who

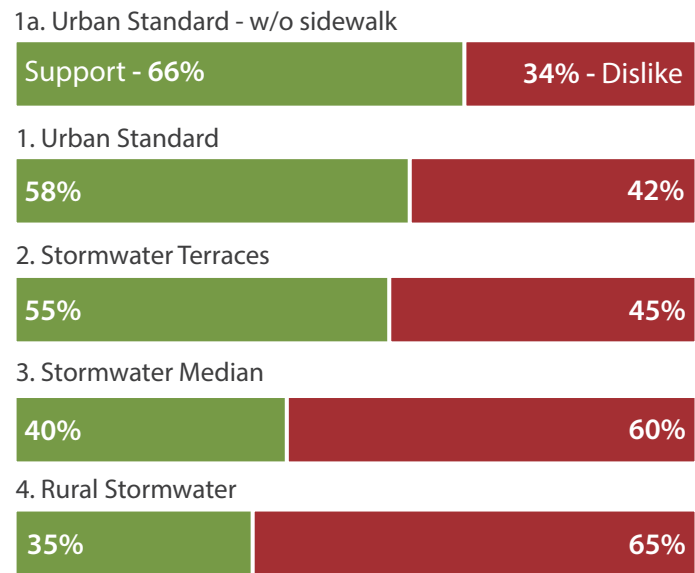


indicated they would not walk or bike dropped to 24.9%, a 20.5% decrease.

Respondents from Fitchburg showed support for both a sidewalk (56.7% support) and a multi-use path (67.0% support). Only 36.9% of residents disapproved of a sidewalk, while even less (25.3%) showed disapproval of a multi-use path.



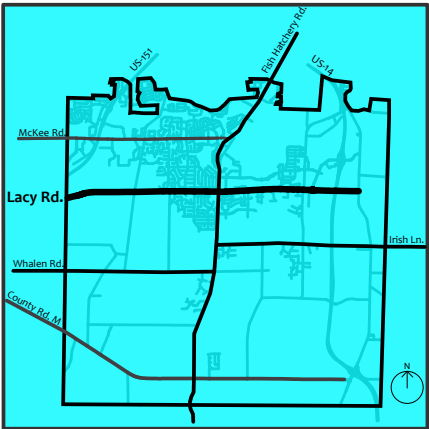
Fitchburg residents showed support for three of the alternatives. Alternative 1a – Urban Standard - w/o sidewalk received strong support with 66% approval against 34% disapproval. Alternative 1 – Urban Standard also received considerable support, with 58% support to 42% disapproval. Fitchburg residents were the first subsection to support Alternative 2 – Stormwater Terraces, with 55% approving of the design.



# All Respondents

339 of 339 responses (100.0%)

Below are the elements that respondents said were most important. In this question, survey takers were asked to rank the project elements from 1 (most important) to 7 (least important). The lower the average score, the more important it was to respondents.

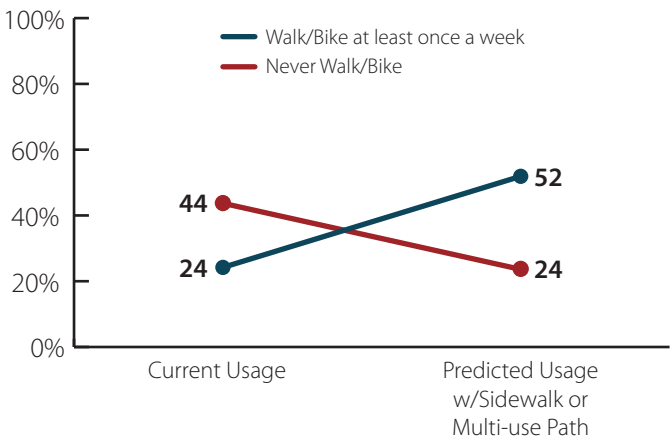


## Project Goals in order of Importance

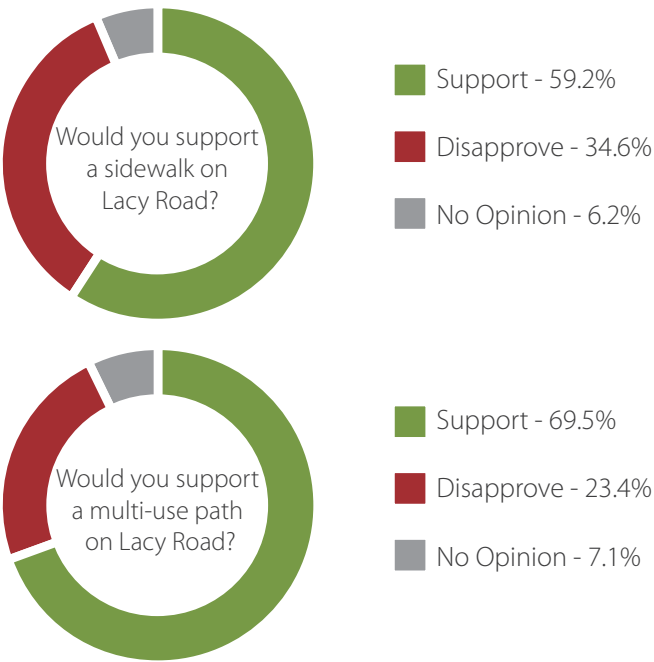
- 1. Improved visibility/safety - (Average Score: 2.9)
- 2. Enhanced bicycle and pedestrian accommodations - (3.3)
- 3. Minimal impact on mature trees – (3.7)
- 4. Improved compliance with posted speed limits – (4.3)
- 5. Minimal right of way acquisition – (4.5)
- 6. Incorporate sustainable stormwater treatment – (4.5)
- 7. Utility Improvement – (4.9)

Respondents also had “improved visibility/safety” as the most important element of the project. “Enhanced bicycle and pedestrian accommodations” received the most first place votes, while minimal right of way acquisition received the most last place votes.

24.2% of respondents indicated they currently walk or bike on Lacy Road at least once a week, while 43.7% indicated they never walk or bike on the street. When asked how their walking habits would change if a sidewalk or multi-use path was built, the amount of residents who indicated they would walk at least once a week jumped to 51.9%, a 27.7% increase. Those who indicated they would not walk or bike dropped to 23.6%, a 20.1% decrease.



Respondents showed support for both a sidewalk (59.2% support) and a multi-use path (69.5% support). Only 34.6% of residents disapproved of a sidewalk, while even less (23.4%) showed disapproval of a multi-use path. These results are consistent with the results of the Fitchburg Resident subsection.



Survey respondents showed support for three design alternatives. Alternative 1a – Urban Standard - w/o sidewalk received the strongest support with 66% approval against 34% disapproval. Alternative 1 – Urban Standard also received considerable support, with 60% support to 40% disapproval. Alternative 2 – Stormwater Terraces received 58% support to 42% disapproval.

